## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

## Listing of claims:

 (Currently Amended) A system for detecting and communicating the position of a pusher assembly on a shelf, comprising:

a sensor assembly configured to detect the position of the pusher assembly, the sensor assembly configured to transmit a code representative of the position of the pusher assembly for further processing; and

a processing device configured to receive the transmitted code, wherein the processing device is configured to provide a notification concerning the position of the pusher assembly.

## Canceled

- (Currently Amended) The system of claim 1 2, wherein the transmission between the sensor assembly and the processing device is wireless.
- (Currently Amended) The system of claim 1/2, wherein the transmission between the sensor assembly and the processing device is over a network.
- 5. (Original) The system of claim 1, further comprising an indicia strip containing a pattern of bits, wherein the sensor assembly is configured to scan the indicia strip and determine the code based on the pattern of bits scanned.

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6. (Original) The system of claim 1, wherein the sensor assembly comprises an optical

sensor.

7. (Original) The system of claim 1, wherein the sensor assembly comprises a capacitive

proximity sensor.

8. (Original) The system of claim 1, wherein the sensor assembly comprises a magnetic

proximity sensor.

9. (Original) The system of claim 1, wherein the sensor assembly comprises a inductive

proximity sensor.

10. (Original) The system of claim 1, wherein the sensor assembly comprises a transmitter

and a receiver, the transmitter configured to send a signal to the receiver, the sensor assembly

further comprising a timing device, wherein the timing device is used to measure the time for the

signal to travel from the transmitter to the receiver.

11. The system of claim 1, wherein the sensor assembly comprises a

transmitter/receiver, a radio frequency identifying transponder, and a timing device, the

transmitter/receiver configured to transmit an activation signal to the radio frequency identifying

transponder, the transmitter/receiver further configured to receive a responsive signal from the radio frequency identifying transponder in response to the activation signal, and the timing

device configured to measure the delay between the transmitting of the activation signal and the

receiving of the responsive signal.

12. (Currently Amended) The system of claim 1 2, wherein the processing device receives

updated codes in real time.

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13. (Currently Amended) A system for determining the relative location of a pusher assembly from the front of a shelf, comprising:

an indicia strip configured to provide data regarding the position of the pusher assembly; a sensor connected to the pusher assembly, the sensor configured to scan the indicia strip;

a controller for activating the sensor and for processing the data scanned by the sensor, wherein the data scanned can be used to determine the position of the pusher assembly; and

a store computer;

and

wherein the controller is configured to provide data from the sensor to a store computer, and wherein the store computer is configured to provide a notification concerning the position of the pusher assembly.

 (Original) The system of claim 13, wherein the indicia is associated with a self-coiling sheet.

## Canceled

- 16. (Currently Amended) The system of claim 13 45, wherein the controller provides data to the computer via a wireless signal.
- 17. (Currently Amended) A system for inventory management on a shelf, including a pusher assembly on the shelf, comprising:

an indicia strip configured to provide a representation reflecting the position of the pusher assembly on the shelf;

a sensor assembly configured to transmit a pusher code, the pusher code based on the representation on the indicia strip; and

a store computer configured to receive the pusher code from the sensor assembly and to provide a notification concerning the position of the pusher assembly.

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18. (Original) The system of claim 17, wherein the sensor assembly transmits the pusher

code wirelessly.

19. (Original) The system of claim 17, wherein the indicia strip is associated with a self

coiling sheet.

20. (Original) The system of claim 19, where the indicia strip comprises a Gray Code

pattern.

21. (Currently Amended) A system for aiding in the prevention of theft of inventory.

comprising:

a sensor assembly associated with a pusher assembly for transmitting data relating to the

movement of the pusher assembly; and

a store computer configured to receive the data and to transmit a signal in response to the

data and further configured to provide a notification that a deviation in the typical movement of

the pusher assembly has occurred.

22. (Original) The system of claim 21, further comprising a security camera configured to

respond to the signal, the response including the focusing in the direction of the sensor assembly.

23. Canceled

24. (Currently Amended) The system of claim 22 23, where the notification is sent to in-

store security personnel.

25 (Original) The system of claim 21, wherein the sensor assembly monitors the position of

the pusher in real time.

26. (Currently Amended) A system for inventory management, comprising:

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representation contained on the indicia strip;

an indicia strip configured to provide a representation in a pattern reflecting a position of a pusher assembly;

a sensor assembly configured to scan and transmit a pusher code based on the

an access point configured to receive the pusher code from the sensor assembly and to

transmit a signal:

a central access point configured to received the signal; and

a store computer configured to process the signal received by the central access point and to provide a notification of the position of the pusher assembly.

(Original) The system of claim 26, wherein the sensor assembly transmits the pusher 27. code in a wireless manner.

28. (Original) The system of claim 26, where the representation on the indicia strip is stored in Gray Code.

29. (Original) The system of claim 26, wherein the indicia strip is configured so that the representation is reflective of not more than four regions.

(Original) The system of claim 26, wherein the indicia strip is configured so that the 30. representation is reflective of not more than ten regions

(Currently Amended) A inventory management system for a facing on a shelf, 31. comprising:

a sensor assembly configured for automatic determination of the amount of inventory in a facing; the sensor assembly configured to transmit data regarding the position of a pusher assembly; and

a store computer configured to receive and process data from the sensor assembly and to provide a notification of the relative position of the pusher assembly.

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(Original) The system of claim 31, wherein the sensor transmits the data in a wireless 32.

manner.

(Original) The system of claim 31, wherein the sensor assembly is mounted to the pusher 33.

assembly.

(Currently Amended) A system for sensing the removal of a product from a shelf, 34.

comprising:

a pusher assembly mounted to the shelf;

an indicia strip configured to provide a representation reflecting the position of the pusher

assembly;

a sensor associated with the pusher assembly, the sensor configured to scan the indicia

strip; and

a controller configured to measure the position of the pusher assembly via the sensor, the

controller being responsive to movement of the pusher assembly, the controller further

configured to provide notification that a deviation in amount of product typically removed from

the shelf has occurred.

(Original) The system of claim 34, wherein the indicia strip is not more then six bits 35.

wide.

36. (Original) The system of claim 34, wherein the indicia strip is not more then two bits

wide.

37 Canceled

(Currently Amended) An inventory management system for a product on a shelf, 38.

comprising:

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a sensor assembly for sensing the removal of the product on the shelf, the sensor

assembly configured to transmit data regarding the removal of the product; and

a store computer configured to receive data regarding the removal of product and to

provide notification that a deviation in amount of product typically removed from the shelf has

occurred.

39 (Original) The system of claim 38, wherein the data includes pusher code related to the

relative position of a pusher assembly relative to the front of the shelf.

40. (Original) The system of claim 38, wherein the store computer determines the amount of

product removed based on a comparison of distance a pusher assembly moves to the dimension

of the product being removed from the shelf.

41 (Currently Amended) An inventory management system for a store, comprising:

a sensor assembly configured to automatically provide data regarding inventory in a

facing on a shelf; and

a store computer configured to receive the data from the sensor assembly, wherein the

store computer is configured to determine the level of inventory in response to the data provided

by the sensor assembly, and wherein the store computer is further configured to provide

notification of the level of inventory on the shelf.

(Original) The inventory management system of claim 41, wherein the data is provided 42

to the store computer over a network.

(Original) The inventory management system of claim 41, wherein the sensor assembly 43.

comprises an optical scanner.

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44. (Original) The inventory management system of claim 41, wherein the sensor assembly and the store computer are configured for two-way communication and the sensor provides data

in response to a query from the store computer.

45. (Original) A system for automatic ordering of a product, comprising:

a pusher assembly configured to move the product toward a front side of a shelf:

a sensor assembly configured to sense the position of the pusher assembly and transmit a

signal regarding the position of the pusher; and

a store computer configured to receive the signal and to order additional inventory in

response to the signal.

46. (Original) The system of claim 45, wherein the store computer determines the level of

the product remaining on the shelf based on the signal received from the sensor assembly.

47. (Original) The system of claim 45, wherein the sensor assembly transmits the signal in a

wireless manner.

48. (Original) A system for use in determining the amount of product on a shelf, comprising:

a pusher assembly, the pusher assembly including a pusher and a coiled spring;

an indicia strip mounted on the coiled spring, the indicia strip containing at least two

representations, the representations associated with the position of the pusher:

a sensor assembly configured to scan the indicia strip, the sensor assembly including an

optical sensor and a controller, the controller being configured to operate the optical sensor so as

to obtain a data reflecting the representation scanned by the sensor, wherein the sensor assembly is configured to transmit a pusher code related to the scanned representation for further

processing by a processing device; and

a power source for powering the sensor assembly.

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49. (Original) The system of claim 48, wherein the sensor assembly further comprises a receiver, the sensor assembly being configured to transmit a pusher code in response to a query.